It is not our wish to present prices at this time. We prefer that the present week be a continuation of acquaintance-making.

Come and visit us, enjoy sight seeing, find the interesting nooks and sit down and rest awhile. We are glad to make siles, but we are more anxious that our friends-the whole people -feel welcome to come and inspect our new store and tarry with us.

ALL STATEMENTS ARE DEPEND-ABLE.

We propose to sell goods at reasonable prices. Our relations to the factories will warrant it. We present a few prices today for your consideration. They are worthy attention, for the prices are way down-in some specialties as low as wholesale

FANCY PRINTS—Immense assortment, full standard, embracing all the latest weaves.......5c PERCALES Special bargains. These are the principal Persian patterns 10c TYPHOON SH & EFFECTS—Choice, full, odd patterns, blue, ted heliotrope and lavender—all guarananteed fast colors 1-4c

HAMILTONS linen finished prints, awfully

quantity. Ask for these bargains, worth 121/2c. 8 1-30

NEWPORT CHEVIOTS-Lowest prices known

EVERETT CHEVIOT-Is another rare offering. 9 1-2c TOILE DU NORD—Our ginghams are all put up

Right of Main Aisle, North Entrance,

Our buyers spent months in the market. The finest productions of Irish and German looms are shown. All of our finer patterns are made to order and are exclusive.

TABLE LINENS. Full 72 inch bleached, \$1.50 value for \$1,15

Full 72 inch cream unbleached damask \$1.00 Full 70 inch cream damask. Very low at......45c Irish satin damask napkins, \$3.50 values....\$2.50 Irish linen napkins, % size, \$3.75 value.....\$2.85 WE ARE THE SOLE AGENTS FOR THE FA-MOUS STILLERS' LINENS. HERE ARE A FEW SPECIALS:

Beautiful satin damask easily worth \$1.50 \$1.25 Other Items of equal value are shown.

BATH TOWELS. Extra heavy, full bleached and unbleached. No such towels have been sold at......20e

Fringed satia quits in colors. The kind which retail at \$3.75. While they last......\$2.00 Extra wide 1% crochet fringed quilts with cut corners for metal beds. These will sell fast....\$2.55

Shoe Department.

A splendid business is being enjoyed. The line comprises fine shoes in all the latest and leading styles,



Everything in the picture above is ours except the girl herself-and she works for The hat was sketched from a Paris pattern and the gown from an importation displayed in one of the windows.

FURNISHINGS FOR MEN.

Left of south entrance.

Our outfitting department is pre-eminently a store for correct shapes in men's attire. Nowhere in America, is there a finer line of goods carried. Critical attention-has been given to selections. We expect this department to lead in Salt Lake. Our prices are as they should be—reasonable,

they should be—reasonable.

SHIRTS—Men are now looking for new things in shirts. In stock are extensive selections, but if you wish them made our shirt factory will accommodate you. Leave orders with the outfitter.

THE NECKWEAR line affords selections, from good values at low prices to good values in expensive ties. Or we will make your neckwear to order.

Do you know what a quarter-size collar is? It is between a half and the regular number. Quarter-size collars are just out. We have them and can fit you, Come in and see them.

WELLECK CLOVES—A reddish tan and the Noisette in light tans are the swellest things out for Easter.

Call in and see our neck scarfs with broad imperial ends, so tucked as to be nicely tied into four-in-hand or the paff shape. White and grey effects prevail.

This decariment has already won a place in the hearts of women. Exquisite creations direct from Paris are shown. America's leading patterns delight the eye. Our own make, modelled after the patterns are dainty enough to thrill the neatest of dressers. The selections embrace beautiful goods and at reasonable prices. Easter is coming.

South Entrance, Main Aisle.

A fine line of applique laces, 1 to 2 inches, creary Mediums, 3 inch, ecru, at.

1 inch, 30c; 1½ inch, 10c; 4 inch, 90e ecru; 3½ inch, \$1.00 ecru; 2 inch, medium, \$5c eream; 2½ inch medium, \$1.00; ½ inch, in eream and ecru at 20c; 1½ and 2 inch, 55c; 4 inch, \$1.25; 3 inch, 90e in ecru and eream; 2 inch cream medallions, \$5c, 90c; ; 2 inch in 15c, 18c and 20c, in ecru and cream; 2 inch at 70e in white; 4½ inch, \$1.85 in ecru; ½ inch, eream and ecru at 15c.

Drapery, Upholstery And House Furnishing Goods. Basement North Stairway.

This is large and important. It occupies the greater part of the basement. We intend to push this division, which means that low prices will prevail. Odd pieces in furniture, rugs in vast quantities, in all grades and at all prices are being offered at astonishingly reasonable figures.

LACE CURTAINS.

From the inexpensive rough muslin at 55c a pair to the genuine hand-made Arabian which sells at \$15c a pair. Point lace, Renaissance, Battenberg, Brussels, Cluny are hand made goods and will be sold at close figures.

DOOR DRAPERJES

At \$4.50 a pair to the most expensive silk velour hand embroidered, at \$75.00 We make draperies to order to match any shade of tinting. Orders executed in our drapery department

RE-UPHOLSTERING.

And recovering of furniture a specialty. Any odd pieces needing covering will receive careful and prompt attention. Estimates given.

SLIP COVERINGS.

We cut and make to order at moderate cost slip covers for furniture.

ORIENTAL DENS.

We send competent men to give ideas and estimates for the furnishing of dens, corners, or oriental rooms.

RUGS.

From \$2.95 to \$250.00.

The Anatolian is the cheapest of all rugs. These are single door rugs and come in all colors. The Shirvan is a classic parior rug in modern and antique colors. The Hamadan ranges from \$7.50 to \$15.00. All sizes, all colors. The Karabagh, Ivan, Shiraz are carried in brayer rugs and hall sizes, or runners. These rugs vary in price from \$15 to \$50.

The carpet rugs are Gulestan, Cashmere, Afghan, Bokahra, Beloochistan and come in parior, library and dining room effects. These rugs vary in price from \$75 to \$200.

METAL BEDS.

All combinations of colors, apple green and white, red and white, olive and white, black and white; also the new Eastern finish in brass beds, the Pollett and Escutcheon. These finishes are entirely new and pleasing to the eye, All the necessary accessories such as box springs, nair mattresses, patent felt mattresses, odorless feather pillows, to the open dress bolster are carried.

These beds were bought to consider the constant of the colors of

carried.

These beds were bought in carload lots at figures which enable us to seil them at 25 per cent lower than prices heretofore.

THE SHIRT WAIST BOX—Is a decided novelty. They are mounted with brass hinges, handles, etc. and come in all colors. They are practically indispensable in a lady's boudoir. They are also serviceable as a seat. These goods are down in price. The boxes are going fast. Prices range from \$2.25 to \$5.50.

\$5.50. ODD PIECES OF FURNITURE—The Mission they are called, are the new productions and are much sought after. These odd pieces are the newest novel-

ties of the arts and craft.

We offer rattan reckers at \$2.95 and have alsochairs and sofas in the same material. A party in the
store Wednesday remarked that he recently paid \$4.75 for a similar rocker,

Novelty Grass Furniture.

Location-Basement floor,

Offered in the different stains. Especially unique. Selling cheap.

Pictures—Photo frames at 25 cents; carbon, photo-graveurs in elaborate frames; the subjects are all

South Entrance, Left of Main Aisle.

Plain Hemstitched center pieces50

Hand Embroidered dresser scarfs, worth Hem stitched center pieces, 20 inch, for 30c Tray cloths40e Hemstitched and Drawn work lunch cloths, worth \$3.00. for \$1.82 36 inch, worth \$4.50, for \$3.00 Hemstitched center pieces, 24 inches, worth 75c

Hemstitched and Drawn work dresser scarfs, 20x36, worth \$2.25, for \$1.50

Hemstitched and Drawn work tray cloths. \$1.00 30 inch hemstitched lunch cloths, \$1.50, for 85e

Suits and Cloaks.

Our cloak and suit department is overrun with business. Customers express surprise and apprecia-tion at our reasonable prices and exquisite styles.

KEITH-O'BRIEN COMPANY.